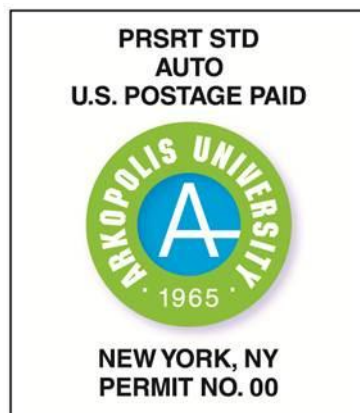


# Product Samples & Picture Permit Promotions



## USPS® 2013 PROMOTIONAL CALENDAR



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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### DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL

REGISTRATION  
Jan 15–Apr 30

PROMOTION PERIOD  
Mar 1–Apr 30

Include direct mail mobile coupons and/or click-to-call functionality to get an upfront 2% postage discount.\*

### PRODUCT SAMPLES

REGISTRATION  
May 1–Sept 30

PROMOTION PERIOD  
Aug 1–Sept 30

Get a 5% upfront postage discount when you run a qualifying product sample direct mail campaign.\*

### MOBILE BUY-IT-NOW

REGISTRATION  
Sept 15–Dec 31

PROMOTION PERIOD  
Nov 1–Dec 31

Integrate mobile shopping technology into your mail campaigns and get an upfront 2% postage discount.\*

### PICTURE PERMIT™

REGISTRATION  
Jun 1–Sept 30  
Suggested Image Approval  
Process starts in Jan.

PROMOTION PERIOD  
Aug 1–Sept 30

Increase the visibility and impact of your mailings—and save up to 2 cents per piece—when you use a Picture Permit™ imprint indicia on your outgoing mail.\*

### EARNED VALUE REPLY MAIL

REGISTRATION  
Jan 15–Mar 31

PROMOTION PERIOD  
Apr 1–Jun 30

Increase your response rates and get 2 cents back on every reply when you include First-Class™ CRM/BRM envelopes in your outgoing mail.\*

### EMERGING TECHNOLOGIES

REGISTRATION  
Jun 15–Sept 30

PROMOTION PERIOD  
Aug 1–Sept 30

Use innovative technologies—like near-field communication, augmented reality, and authentication—in your mailings and get a 2% discount.\*

\* Restrictions apply. Promotion details are subject to change.

## Overview

- Upfront 5% postage discount on qualifying mail that contain product samples
- Eligible Mail Classes
  - Standard Mail® Marketing Parcels
  - Standard Mail® Nonprofit Marketing Parcels
  - **Does not include Standard Mail® Nonprofit Parcels**



**Registration:** May 1 – September 30, 2013

**Promotion Dates:** August 1 – Sept. 30, 2013

**Targeting Mail Service Providers (MSPs) and Consumer Packaged Goods companies mailing product samples to consumers.**

## Consumer Access

- Use the mail to get samples into the hands of consumers to:
  - Acquiring new consumers
  - Increase product usage
  - Improve brand awareness

## Economical

- Upfront discount of 5% off eligible postage to reduce cost of sending samples
- Receive additional savings for samples already being discounted under the **Simple Samples** program



## Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

## Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
  - EVS payments do not qualify

## Mailpiece

- Samples must be a tangible or physical item
- Samples intended to encourage recipients to:
  - Purchase a product/service
  - Form a belief/opinion
  - Take an action

## Discount

- Promotion discount is calculated in PostalOne!®
  - Must be claimed at the time of mailing

**Email:** [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov)

**Register:** <https://gateway.usps.com/bcg/login.htm>

**Postal One Helpdesk:** 1 (800) 522-9085

**Websites:** <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

<https://www.usps.com/business/promotions/product-samples.htm>

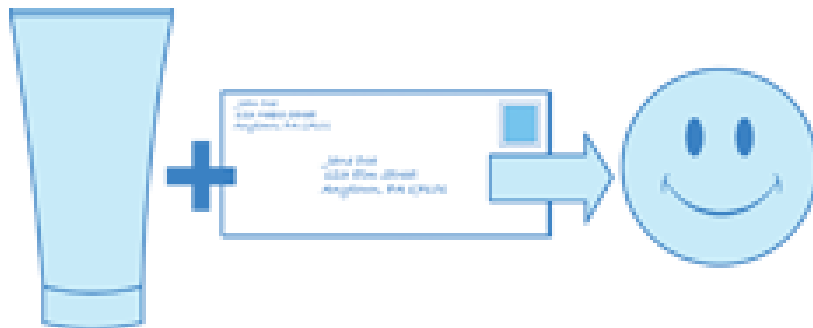
## What is the Simple Samples Program?

- Product Samples, also known as Simple Samples™, is a reconfiguration of what was Marketing Parcels Carrier Route.
- Simple Samples™ is a way to send trial-sized product samples through the mail to prospective customers at an affordable price.
- Benefits of using Simple Samples...
  - Flat Rate pricing
  - Less stringent mailpiece preparation requirements
  - No outer packaging needed
  - Volume discounts
  - There are 2 ways to use



## Option A: Targeted Households

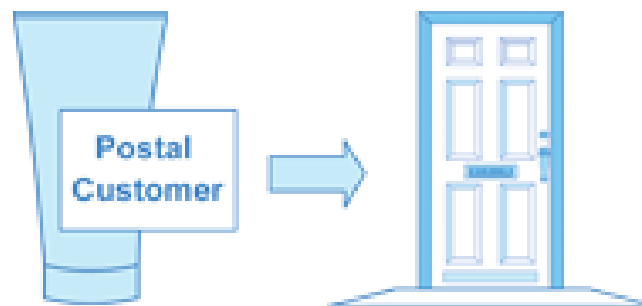
- A Detached Marketing Label (which provides customer address) is required but there is no additional cost.



**36 - 40 cents\***

## Option B: Every Household

- Simplified address must be on the piece
- No DAL required (optional for a minimal fee)



**26 - 30 cents\***

*\* DDU pricing; Additional handling fees apply if entered at DSCF and DNDC*



## Details

- Flat rate pricing per sample
  - Small: 4x6x1½
  - Large: Greater than 4x6x1½ with maximum size 9x12x2
  - Flat rate price differs if going to every household or targeted
  - No more per piece and per pound pricing
- Handling fees will apply if mail is dropped off at destinations other than the DDU
- No minimum quantities required per route
- No box or outer packaging required for samples (saves CPGs costs and need to reconfigure samples)
- Volume discounts offered
  - 1 cent off for every additional 200K pieces per mailing
  - The 5% promotional discount is additional to the volume pricing.

Q: Are there any minimums per DDU or carrier route?

A: Minimum for total mailing is 50 lbs. or 200 pieces, but no minimums per carrier route are required. For saturation mailings the whole route must be covered.

Q: Do DALs have to be sorted?

A: DALs for Product Samples must be sorted to carrier routes, including delivery routes and Post Office Box sections. Current preparation requirements for DALs apply.

Q: What are the DAL size requirements?

A: Each DAL must be made of paper or cardboard stock that is not folded, perforated, or creased and that meets these measurements:

- a. Between 3-1/2 and 5 inches high (perpendicular to the address).
- b. Between 5 and 9 inches long (parallel to the address).
- c. At least 0.007 inch thick
- d. If more than 4-1/4 inches high or more than 6 inches long, must be at least 0.009 inch thick.
- e. Must have an aspect ratio (length divided by height) from 1.3 to 2.5, inclusive

Q: What is the price for a DAL if mailed under a saturation mailing?

A: The price is 3.1 cents.

Q: What qualifies to be mailed under the new Simple Samples Program?

A: Marketing Parcels which contain information and/or product samples which are being sent with the purpose of encouraging recipients to purchase a product or service, make a contribution, support a cause, form a belief or opinion, take an action, or obtain information.

Q: What are examples of product samples?

A: Miniature versions of a full-sized product such as shampoo and lotion, diapers, detergent

Q: What is the minimum size for a parcel containing a product sample?

A: In order to qualify as a Marketing Parcel and for the Simple Samples Program the parcel must be at least 3x5x1/4

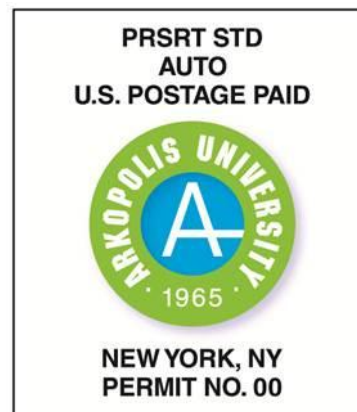
Q: What are the maximum dimensions for the small and large parcels containing product samples to qualify for the program?

A: Small parcels must be no larger than 6 inches long, 4 inches high and 1.5 inches thick; Large parcels are over 6x4x1.5 with a maximum size of 12 inches by 9 inches by 2 inches thick.

Q: What is the maximum weight for a parcel to be mailed under the Simple Samples Program?

A: The parcel must not exceed 15.99 ounces to qualify as a Marketing Parcel and thus qualify for the Simple Samples Program.

# Picture Permit Promotion



## Product Overview

- Allows commercial mailers to customize the permit indicia area
- Eligible Mail Classes:
  - Standard Mail® automation
  - First-Class Mail® automation
  - Letters and Cards only
- Full Service Intelligent Mail® barcode (IMb) required



## Traditional Indicia



- Mail class
- U.S. Postage Paid
- City and State (ZIP Code optional)
- Permit number

## Company Logo



- Company logo, product image, or trademark
- “Color” images only

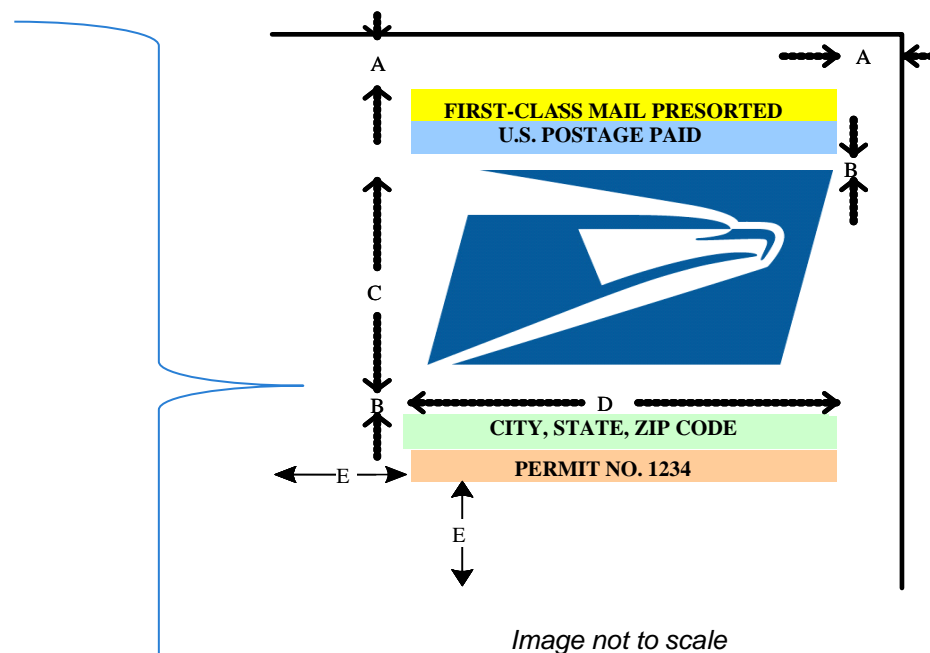
## Picture Permit



- No QR codes in indicia area
- Minimum 8 pt. text
- OCR readable font
  - San serif preferred

## Dimensions

- Clearance Dimensions
  - A. 1/4" minimum
  - B. 5/32" +/- 1/32" (0.156" +/- 0.031")
- Image Dimensions
  - C. Height: 0.84" to 1.00"
  - D. Width: 1.31" to 1.50"
  - E. Clear Zone: 0.50"
- Imprint (Image + Text Area) Dimensions
  - Width: 1.31" to 1.50"
  - Height: 1.625" to 2.00"



To participate in the Picture Permit Promotion, participants must first register for the ***Picture Permit Program***.

## 1. Program Registration

## 2. Complete Application

## 3. Submit Design

## 4. Operational Testing

- Register online for Picture Permit program
- Complete Picture Permit program application, PS-Form 3615-A
- Submit proposed design for initial review by PMO
- Submit replica mailpieces for testing





## Step 1 Register

- Go to <https://www.usps.com/business/picture-permit.htm> to review guidelines and begin online registration



## Step 2 - Complete PS Form 3615-A

- Complete PS Form 3615-A providing:
  - Permit indicia information
  - Sign PS Form 3615-A
- Submit signed copy to:  
[picturepermit@usps.gov](mailto:picturepermit@usps.gov)



### Application for Picture Permit Imprint

Pursuant to the *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) 604.5, Permit Imprint (Indicia), the mailer listed below (and the mailer's respective agents or representatives), the "Applicant", seeks authorization from the United States Postal Service® "Postal Service™" to use the picture permit imprint format for the attached commercial images and/or text.

#### A. Applicant's Eligibility

Permit Imprint Authorization, PS Form 3615:

Permit Number

Issuing Office

Applicant represents that all applicable standards and requirements for permit imprint mailings, including without limitation those set forth in DMM 604.5, have been met.

#### B. Acknowledgements, Representations, and Warranties

In the event that the attached proposed commercial images or text — that is pictorial or graphic image, text, name and/or likeness, trademark, including service mark, logo, slogan, and all other types of trademarks as applicable, and any other intellectual property — the "Proposed Content" is authorized by the Postal Service for use as picture permit imprint indicia, Applicant acknowledges, represents and warrants the following:

1. The Postal Service has sole, complete, and unreviewable discretion to suspend or cancel any picture permit imprint authorization without prior notice and without liability for any claims arising out of such suspension or cancellation by Applicant or any third party.
2. The Postal Service asserts that it has not exercised Title 28 U.S.C. § 1498 with respect to any intellectual property that may be applicable to the production or use of picture permit imprint indicia.
3. The Proposed Content is not provided or endorsed by the Postal Service, and Applicant will not make nor cause to be made any representations which could cause a reasonable person to believe that the Proposed Content is provided or endorsed by the Postal Service.
4. Applicant will not make nor cause to be made: (a) any references to the Proposed Content as "stamps" or as "postage stamps"; or (b) any representations that could cause a reasonable person to believe that the Proposed Content is a postage stamp issued by the Postal Service.
5. Applicant possesses, through license or ownership (to the extent needed), the right to display, distribute, reproduce, and otherwise use the Proposed Content.
6. The Proposed Content was prepared in compliance with the laws of copyright, trademark, name and likeness, and other intellectual property.
7. The Proposed Content will be used only as provided by applicable Postal Service regulations, including without limitation requirements for permit imprint indicia contained in DMM 604.5.
8. Applicant will obtain written approval from the Postal Service at least five (5) business days prior to public dissemination of any press release or other promotional communication regarding this Application or the use of picture permit imprint indicia.
9. Applicant is liable for any claims arising out of the use of the Proposed Content.

#### C. Intellectual Property License and Indemnification

In the event that the Proposed Content is authorized by the Postal Service for use as Picture Permit Imprint indicia, Applicant agrees to the following:

1. Applicant licenses the Postal Service worldwide, royalty-free, irrevocably, non-exclusively to use the picture permit imprint as needed to receive, handle, deliver, and otherwise process the mail to which the Proposed Content is affixed that Applicant causes to be received by the Postal Service for delivery.
2. Applicant indemnifies and holds harmless the Postal Service, its directors, officers, employees, and representatives from any and all claims, demands, liabilities, or causes of action, including costs and attorney's fees, arising or resulting from the violation of any such intellectual property laws or similar laws by the Postal Service's use of the Proposed Content under this license.

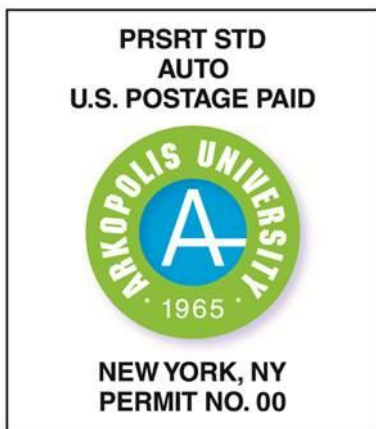
Mailer's Name and Title	Mail Service Provider's Name and Title (if applicable)
Applicant's Signature	Date of Application

\*Privacy Notice: For more information on our privacy policies visit [usps.com/privacypolicy](http://usps.com/privacypolicy).

PS Form 3615-A, June 2013

## Step 3 – Submit Proposed Picture Permit Design

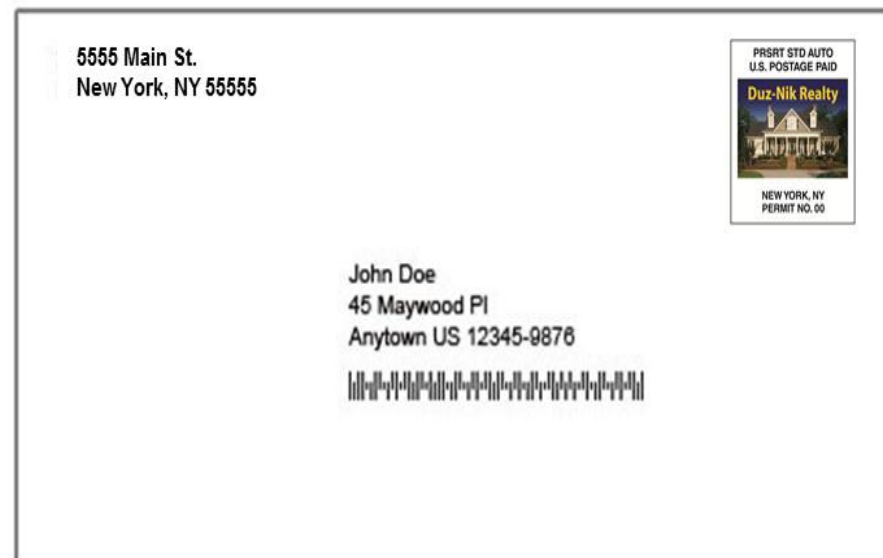
Submit PDF copy of addressed mailpiece (showing envelope/card dimensions, IMb, clear zone, and proposed Picture Permit design) to: [picturepermit@usps.gov](mailto:picturepermit@usps.gov)



## Step 4 – Create and Submit Hard Copy Samples

- Submit hard copy samples of mailpieces with Proposed Design
- Must be the exact replicas of mailpieces, including:
  - Complete “live” addresses of the intended recipients
  - Return address of the sender
  - Picture Permit Proposed Design
  - Full Service IMb

Please see the Picture Permit web site for specific requirements



## Additional Prime Real Estate

- Unleash creativity of mailer
- Enhance recognition of company logo brand or product
- Boost visual impact of mailpiece

## Reach Consumers

- Increase brand awareness
- Improve open rate
- Improve ROI

## Fee Waiver

- Per piece Picture Permit fee waived during promotion period



**Email:** [picturepermit@usps.gov](mailto:picturepermit@usps.gov)

**Picture Permit Product Registration:**

<https://www.usps.com/business/picture-permit.htm>

***Promotion Registration:*** June 1 – September 30, 2013

***Promotion Dates:*** August 1 – September 30, 2013

***Promotion Website:***

[https://ribbs.usps.gov/mobilebarcode/documents/tech\\_guides/upcoming/PicturePermit.htm](https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/upcoming/PicturePermit.htm)





**Please send questions to  
[picturepermit@usps.gov](mailto:picturepermit@usps.gov)**

